

STATEMENT BY AMERICAN VETERAN KCA

On September 30, 2010, American Veteran KCA entered into a Consent Judgment, per our attorney's advice, in order to resolve a dispute with the Kansas State Attorney General's Office. The purpose was to avoid the time, expense and risk of litigation, although we denied their allegations and continue to do so. American Veteran KCA immediately and willfully adhered to all of the Attorney General's requests with complete compliance. To uphold our reputation and integrity, American Veteran KCA also agreed to fully refund any customer who purchased during the time frame in question and opt out of their contract.

A primary concern was using the term Veteran in our company name. American Veteran KCA does not represent itself as having any affiliation with any agency or department of the United States government or of any state. It does not represent itself to be an organization of veterans chartered by the United States Congress or by the government of any state. It characterizes itself as an enterprise of "veterans serving veterans". Our company has a corporate officer, director, and sales personnel who are honorably discharged veterans of U.S. military service. All of our administrative and sales personnel are trained to adhere to this strict characterization of corporate purpose and policy.

The purpose in using the word "Veteran" in our company name was to bring our company's services to the attention of Veterans, and not for purposes of exploitation. Veterans that meet various service requirements are eligible for certain burial and memorial benefits through the Department of Veterans Affairs, however, caskets are not specifically included under these benefits. As a result, Veterans and their surviving relatives generally are required to contract with a third party to obtain a casket. Traditionally, third parties bundle casket sales with other services already provided by the Department of Veterans Affairs. This means some veterans were and are forced to pay for services they do not need.

As a cost-effective alternative, American Veteran KCA provides caskets, arranges for their storage indefinitely, and transports them to any desired location upon the customers' request. American Veteran KCA does this without including other unneeded funeral services. By using American Veteran KCA in conjunction with other Veterans Affairs benefits, burial and memorial costs can be covered at a very low price.

American Veteran KCA is dedicated to dealing with potential customers honestly and fairly. Throughout the sales process, American Veteran KCA is careful to disclose that no other funeral services are provided under its contracts.